
How to Conduct a Successful HOA Workshop

1. Develop a Contacts List

- Homeowners Associations
 - Use an internet search to find a local realtors association that may have a list of HOAs with contact information. For example, the [Realtors Association of York and Adams Counties](#) was used as a starting point for this project.
- Property Management Companies
 - Many HOAs are managed by Property Management companies. Perform an internet search to find property managers in your area and include these in your outreach list.
- Municipalities/Counties
 - For target areas in Pennsylvania, contact municipalities for HOA contact information or to help market the workshop. Many municipalities have MS4 Coordinators who conduct inspections of HOA stormwater BMPs, so they will have current contact information for many HOAs.
 - For target areas without municipalities for local government, contact county offices to find out if they have records and contact information for HOAs.

2. Conduct Marketing and Outreach

- Create project flyers and Save the Dates
 - Municipalities that you contacted for HOA information may be interested in helping to advertise the workshop, so create a PDF flyer for them to distribute/post on their websites. Click [HERE](#) to view an example created in Canva.
- Distribute Save the Dates and Registration Announcements
 - Send Save the Dates at least two months before the workshop. Click [HERE](#) to view an example.
 - Send Registration Announcements at least one month before the workshop. Click [HERE](#) to view an example.
 - Send an additional Registration Announcement two weeks before the workshop. Click [HERE](#) to view an example.
- Additional outreach could include mailing flyers to known addresses of HOAs and property management companies.

3. Develop an Agenda and Contact Speakers/Vendors

- Use the following resources to develop the topics that you want to include in your agenda:
 - [HOA Workshop Agenda](#)
 - [HOA Workshop Presentation Recordings](#)
- Invite local experts to present on your chosen topics and set up informational booths at your venue. These local experts could include:
 - Non-profit organizations
 - Attorneys
 - Sustainable landscaping contractors (CBLP Certified)
 - Private consultants with expertise in sustainable land use practices and stormwater management
- Create handouts to send home with attendees to supplement topics and ideas presented during the workshop. For example, click [HERE](#) to see some handouts that were included as part of this workshop, including:
 - Snapshot of Stormwater Regulations and Plans
 - Overview of Stormwater Responsibility and Regulations
 - Stormwater Basin Naturalization Flyer
 - PA DEP “Be Stormwater Smart” Brochure

4. Site Visits

- Offer onsite visits to HOA property owners for initial assessment of need and recommendations for retrofitting common stormwater management practices such as traditional stormwater detention basins.
- Engage local volunteer organizations such as master watershed stewards who are familiar with basin retrofits and care for native plant materials.
- Invite landscape contractors to participate who were part of the workshop. Encourage participation with CBLP certified professionals.

5. Design Charette

- If budgets permit, consider a one-day charette event to work on redesign/retrofit concepts. Charettes provide an interactive opportunity for additional public involvement and contracting with design professionals such as Landscape Architects and Engineers.
- Include brief introduction to the benefits of retrofits, such as turf to meadow conversions, for both the environment and people.
- Supplies needed – tracing paper; large 24 x 36 basemaps of existing conditions; plant cards – native species and invasive species; pictures of converted basins for ideas; plant list for your climate zone including perennials, grasses, deciduous trees and shrubs.